

## AMENDMENTS TO THE CLAIMS

### **1.-20. (Canceled)**

**21. (Currently Amended)** A content distribution system for distributing a content provided by a manufacturer, said content distribution system comprising an information distribution device, a manufacturer terminal and a content receiving device which are connectable with one another via a communications line, wherein:

~~the said~~ information distribution device includes an encryption distribution means for encrypting and distributing ~~a the content, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer;~~

~~the said~~ content receiving device includes a product purchase information input means for accepting an input of product purchase ~~information; and information, and~~ a product purchase information sending means for sending the ~~received inputted~~ product purchase information to the manufacturer terminal;

~~the said~~ manufacturer terminal includes a product purchase information receiving means for receiving the sent product purchase ~~information; and information, and~~ a decryption key delivery means which includes a first memory for storing a decryption key, and which, upon receiving the sent product purchase information, reads the decryption key from ~~the said~~ first memory and delivers ~~it the decryption key to the said content receiving device, device;~~

~~the said~~ content receiving device further includes

a decryption key receiving means for receiving the decryption key delivered by ~~the said manufacturer terminal; terminal,~~

a decryption key storage means having a second memory, ~~and said second memory being adapted for storing the received decryption key, in the second memory;~~

an input means for accepting an operation which enables use of the decryption key stored in ~~the said second memory; memory,~~ and

a decryption key sending means which, upon receiving the operation from ~~the said~~ input means, reads the decryption key from ~~the said~~ second memory and sends ~~it the~~

decryption key to the said information distribution device;

the said information distribution device further includes a decryption means which receives the decryption key sent from the said decryption key sending means and uses the received decryption key to decrypt the content distributed by the said encryption distribution means; and

the said content receiving means further includes a content-receiving means for receiving the content sent by the said encryption distribution means; and means, and an audiovisual means for reproducing the content received by the said content-receiving means.

**22. (Currently Amended)** A content distribution system for distributing a content provided by a manufacturer, said content distribution system comprising an information distribution device, a manufacturer terminal and a content receiving device which are connectable with one another via a communications line, wherein:

the said information distribution device includes an encryption distribution means for encrypting and distributing the content, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer;

the said content receiving device includes a product purchase information input means for accepting an input of product purchase information; information, and a product purchase information sending means for sending the received inputted product purchase information to the said manufacturer terminal;

the said manufacturer terminal includes a product purchase information receiving means for receiving the sent product purchase information; information, and a decryption key delivery means which includes a first memory for storing a decryption key, and which, upon receiving the sent product purchase information, reads the decryption key from the said first memory and delivers the decryption key to the said content receiving device; and

the said content receiving device further comprises  
a content-receiving device for receiving the content sent from the said encryption distribution means; means,

a decryption key receiving means for receiving the decryption key delivered by ~~the~~said manufacturer ~~terminal;terminal~~.

a decryption key storage means including a second memory, ~~and~~said second memory being adapted for storing the received decryption key ~~in the second memory;~~.

an input means for accepting an operation which enables use of the decryption key stored in ~~the~~said second ~~memory;memory~~.

a decryption means which, upon accepting the operation from ~~the~~said input means, reads the decryption key from ~~the~~said second memory and uses ~~it~~the decryption key to decrypt the content received by ~~the content~~said receiving ~~device;device~~, and

an audiovisual means for reproducing the content decrypted by ~~the~~said decryption means.

**23. (Currently Amended)** A content distribution system for distributing a content provided by a manufacturer, said content distribution system comprising an information distribution device and a content receiving device which are connectable with each other via a communications line, and a consumer terminal and a manufacturer terminal which are connectable with each other via a communications line, wherein:

~~the~~said information distribution device includes an encryption distribution means for encrypting and distributing at~~the~~ content, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer;

~~the~~said consumer terminal includes a product purchase information input means for accepting an input of product purchase ~~information;information~~, and a product purchase information sending means for sending the ~~received~~inputted product purchase information to ~~the~~said manufacturer terminal;

~~the~~said manufacturer terminal includes a product purchase information receiving means for receiving the sent product purchase ~~information;information~~, and a decryption key delivery means which includes a first memory for storing a decryption key and which, upon receiving the sent product purchase information, reads the decryption key from ~~the~~said first memory and

delivers ~~it~~the decryption key to ~~the~~said consumer terminal;

~~the~~said consumer terminal further includes a decryption key receiving means for receiving the decryption key delivered by ~~the~~said manufacturer terminal;

~~the~~said content receiving device includes an input means for accepting an input of the decryption key received by ~~the~~said consumer ~~terminal~~terminal, a decryption key sending means which, upon accepting the input from ~~the~~said input means, sends the decryption key to ~~the~~said information distribution device;

~~the~~said information distribution device further includes a decryption means which receives the decryption key sent by ~~the~~said decryption key sending means and uses the received decryption key to decrypt the content distributed by ~~the~~said encryption distribution means; and

~~the~~said content receiving device further includes a ~~content~~-receiving means for receiving the content sent by ~~the~~said encryption distribution ~~means~~means, and an audiovisual means for reproducing the content received by ~~the~~said ~~content~~-receiving means.

**24. (Currently Amended)** A content distribution system for distributing a content provided by a manufacturer, said content distribution system comprising an information distribution device and a content receiving device which are connectable with each other via a communications line, and a consumer terminal and a manufacturer terminal which are connectable with each other via a communications line, wherein

~~the~~said information distribution device includes an encryption distribution means for encrypting and distributing ~~at~~the content, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer;

~~the~~said consumer terminal includes a product purchase information input means for accepting an input of product purchase ~~information~~information, and a product purchase information sending means for sending the ~~received~~inputted product purchase information to ~~the~~said manufacturer terminal;

~~the~~said manufacturer terminal includes a product purchase information receiving means for receiving the sent product purchase ~~information~~information, and a decryption key delivery

means which includes a first memory for storing a decryption key and which, upon receiving the sent product purchase information, reads the decryption key from ~~the~~said first memory and delivers ~~it~~the decryption key to ~~the~~said consumer terminal;

~~the~~said consumer terminal further includes a decryption key receiving means for receiving the decryption key delivered by ~~the~~said manufacturer terminal; and

~~the~~said content receiving device includes

a ~~content~~-receiving means for receiving the content sent by ~~the~~said encryption distribution ~~means;~~means,

an input means for accepting an input of the decryption key received by ~~the~~said consumer terminal,

a decryption means which, upon accepting the input from ~~the~~said input means, uses the decryption key to decrypt the content received by ~~the content~~said receiving means, and

an audiovisual means for reproducing the content decrypted by ~~the~~said decryption means.

**25. (Currently Amended)** A content distribution system for distributing a content provided by at least one manufacturer, said content distribution system comprising:

an information distribution device including an encryption distribution means for encrypting and distributing via an interactive medium content created by a content holder using a budget provided by ~~a single~~the at least one manufacturer or a plurality of manufacturers, and a decryption means which receives a decryption key given ~~owing to~~as the result of a purchase of a product made by product, other than the content, associated with the at least one manufacturer and decrypts the content distributed by ~~the~~said encryption distribution means, wherein the content becomes audible or visible to a user on a condition that the user has purchased the product, other than the content, associated with the at least one manufacturer; and

a content receiving device including an input means for inputting ~~a~~the decryption key given ~~owing to~~as the result of the purchase of a the product made by the at least one manufacturer, a sending means which, after ~~the~~said decryption key is inputted by ~~the~~said input

means, sends the inputted decryption key to ~~the~~said information distribution device, a receiving means for receiving the content sent by ~~the~~said information distribution device and an audiovisual means for reproducing the content received ~~by said~~ the receiving means.

**26. (Currently Amended)** A content distribution system for distributing a content provided by at least one manufacturer, said content distribution system comprising:

an information distribution device including an encryption distribution means for encrypting and distributing content created by a content holder using a budget provided by ~~a single manufacturer or a plurality of manufacturers~~the at least one manufacturer, wherein the content becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the at least one manufacturer; and

a content receiving device including a receiving means for receiving the content sent from ~~the~~said information distribution device, an input means for inputting a decryption key given ~~owing to~~as the result of a purchase of a product made by the at least one manufacturer, a decryption means which, upon input of the decryption key from ~~the~~said input means, decrypts the content received by ~~the~~said receiving means, and an audiovisual means for reproducing the content decrypted by ~~the~~said decryption means.

**27. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key is given in accordance with ~~the~~a price of products purchased from the ~~single or the plurality of manufacturers~~at least one manufacturer or the quantity of the purchased products.

**28. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key is given in accordance with points which are allotted in accordance with ~~the~~a price of a product purchased from the ~~single~~at least one manufacturer ~~or the plurality of manufacturers~~or the quantity of the purchased products.

**29. (Previously Presented)** The content distribution system defined in claim 25, wherein the decryption key is set according to each content or to a viewable time of the content.

**30. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key given according to a specific product purchased from the at least one manufacturer~~single or the plurality of manufacturers~~ is allowed to be used only for decrypting a specific content.

**31. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key given ~~in advance owing to~~ as the result of the product purchase is allowed to be used when ~~the~~ a selling quantity of products made by the at least one manufacturer exceeds a certain value.

**32. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key is given to a winner of a lottery held at ~~the~~ a time of purchasing products from the at least one manufacturer~~single manufacturer or the plurality of manufacturers~~.

**33. (Currently Amended)** The content distribution system defined in claim 25, wherein the content distributed by ~~the~~ said information distribution device is content which was created for private television broadcast by adding commercial messages, ~~but~~ and the commercial messages have been removed.

**34. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key is given in accordance with information sent to the at least one manufacturer~~manufacturers, which the~~ information comprises requests related to products purchased from the at least one manufacturer~~single manufacturer or the plurality of manufacturers~~, impressions after using the products, and recommended price.

**35. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key is given in accordance with information sent to the at least one manufacturer~~manufacturers~~, which information comprises ~~buyer's an~~ age, a sex, and a purchasing motive of a buyer.

**36. (Currently Amended)** The content distribution system defined in claim 25, wherein the decryption key is given in accordance with information including preferences for certain content or for viewing time which is sent to ~~the~~said content holder that ~~has the~~includes said information distribution device.

**37. (Currently Amended)** A content distribution method for distributing a content provided by at least one manufacturer, said method comprising:

~~an encryption distribution step of~~ encrypting and distributing via an interactive medium content made by a content holder using a budget provided by the at least one manufacturer~~a single manufacturer or a plurality of manufacturers~~, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer;

~~an input step of~~ inputting a decryption key given ~~owing to~~ as the result of a purchase of a product made by the at least one manufacturer;

~~a sending step of~~ sending, upon input of the decryption key in ~~the input step~~ said inputting operation, the inputted decryption key;

~~a determination step of~~ receiving the decryption key sent in ~~the~~said sending ~~step~~ operation and determining whether the received decryption key is appropriate or not;

~~a decryption step for~~ decrypting, ~~in case it was determined in the determination step~~ when said determining operation determines that the decryption key is appropriate, the content distributed in ~~the~~said encryption distribution ~~step~~ operation;

~~a receiving step of~~ receiving the content sent in ~~the~~said encryption distribution ~~step~~ operation; and

~~a viewing step of~~ reproducing the content received in ~~the~~said receiving ~~step~~ operation.



**38. (Currently Amended)** A content distribution method for distributing a content provided by at least one manufacturer, said method comprising:

~~an encryption distribution step of~~ encrypting and distributing a content made by a content holder using a budget provided by ~~the at least one manufacturer~~a single manufacturer or a plurality of manufacturers, wherein the content becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer;

~~a receiving step of~~ receiving the content sent in ~~the said~~ encryption distribution ~~step~~operation;

~~an input step of~~ inputting a decryption key given ~~owing to~~as a result of a purchase of a product made by the at least one manufacturer;

~~a decryption step of~~ decrypting, upon inputting the decryption key in ~~the input step~~said inputting operation, the content received in ~~the said~~ receiving ~~step~~operation; and

~~a viewing step of~~ reproducing the content decrypted in ~~the said~~ decryption ~~step~~operation.

**39. (Currently Amended)** A content receiving device for receiving and reproducing a content ~~created by a content holder using a budget provided by a single~~at least one manufacturer or a plurality of manufacturers, the content created by a content holder using a budget provided by the at least one manufacturer, said content receiving device comprising:

~~an input means for~~ inputting a decryption key given ~~owing to purchase of a product made by the manufacturer~~that the user has purchased a product, other than the content, associated with the at least one manufacturer;

~~a sending means for~~ sending, upon input of the decryption key by ~~the said~~ input means, the inputted decryption key to ~~the said~~ content holder; and

~~a receiving means for~~ receiving the content ~~that the~~decrypted by said content holder ~~decrypts using the received decryption key and sends;~~ and sending the decrypted content to a viewing means for reproducing the decrypted content received by the said receiving means, wherein the content becomes audible or visible to a user on the condition that the user has

purchased the product, other than the content, associated with the at least one manufacturer.

**40. (Currently Amended)** A content receiving device for receiving and reproducing decrypted content ~~originally created by a content holder using a budget provided by a single at~~ least one manufacturer or a plurality of manufacturers, the content created by a content holder using a budget provided by the at least one manufacturer, said content receiving device comprising:

a receiving means for receiving the content;

an input means for inputting a decryption key given ~~owing to purchase of a product made by the manufacturer~~ that the user has purchased a product, other than the content, associated with the at least one manufacturer;

a decryption means for decrypting, upon input of the decryption key by ~~the~~said input means, an encryption of the content received by ~~the~~said receiving means by use of the decryption key; and

a viewing means for reproducing the content decrypted by ~~the~~said decryption means, wherein the content becomes audible or visible to a user on the condition that the user has purchased the product, other than the content, associated with the at least one manufacturer.